

# Raconteur

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## From the Editor's desk...

With myriads of activities across diverse disciplines, numerous opportunities were extended to the talented bunch at IIM Ranchi. Once again, the students strived and excelled making a special mark for the institute in the Indian as well as the global landscape. From hosting business as well as cultural fests to being enthusiastic participants in events conducted by top B-schools of the country, 2016 proved to be an action packed year. However, the kind of effort put in by all the students was commendable as they excelled not only in academics but also in each activity that they undertook. IIM Ranchi is what it is because of the talent it houses both in terms of the students as well as its eminent faculty. The year witnessed publications in journals of international repute from the experienced professors at IIM Ranchi.

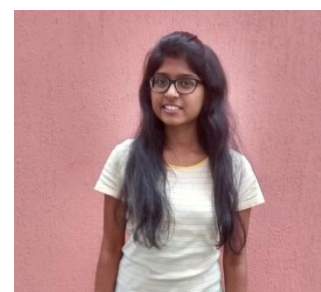
It wouldn't be wrong to say that the crows are soaring higher. It wouldn't also be wrong to say that with its core values of *Humility, Honesty and Hard work for individual and corporate success*, the flight of the crows is all set to reach new elevations....



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PGDM 2016-18



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## FOUNDATION DAY 2016

IIM Ranchi celebrated its 7th Foundation Day on July 07, 2016. The celebrations took place at Dr. Ramdayal Munda Kala Bhawan Auditorium, Khelgaon, Hotwar, Ranchi. IIM Ranchi was the 9th IIM to be established with the extensive support of the Indian Institute of Management Calcutta and the Government of Jharkhand, working under the guidance of Ministry of HRD, Government of India. Since then the Institute has grown from strength to strength and is now counted among the best B- Schools in the eastern zone of India.

Ms. Usha Thorat, Former Deputy Governor, Reserve Bank of India (RBI) was the Chief Guest for the function. Prof. Anindya Sen, Director In-charge, Dignitaries from Jharkhand Government, all the faculty, staff members and the students of the institute graced the occasion.



The celebrations started with the Saraswati Vandana and lighting of the lamp by the Chief Guest, Director In-charge. Prof. Anindya Sen, delivered the welcome speech which was followed by the presentation of Merit Certificate to the Rank Holders.

### **Recipient of certificates:**

#### ***PGDM 2015-2017 batch***

*First Rank Holder = Sushovon Maity*

*Second Rank Holders = jointly goes to Gouri Sankar Sahoo, Keerti Tayal & Sayan Dutta*

#### ***PGDHRM 2015-2017 batch***

*First Rank Holder = Chandni Agrawal*

*Second Rank Holder = Niharika*

*Third Rank Holder = K Sheniga*



Chief Guest Ms. Usha Thorat, while addressing the audience through her speech shared how the financial system especially the banking system in India after nationalization of banks in 1969 been used as an instrument of public policy to provide banking facilities and loans to the disadvantaged and the aam aadmi. The strategies used to achieve this changed from directed and subsidised credit at concessional rates to using intermediaries (such as SHGs and MFIs) and technology to propel banks to increasing outreach without sacrificing their viability. She encouraged and motivated students through her speech.

The event culminated with a vibrant cultural function featuring dance, drama and a band performance by the students. The celebration ended with the National Anthem. The day was a memorable milestone for IIM Ranchi.



## IGNATIA 2016



Ranchi witnessed the first-of-its-kind East-IIMs sports meet at the Sheikh Bikhari stadium, Khelgaon on 23<sup>rd</sup> and 24<sup>th</sup> July. Ignatia – Battle of the East, is the coming together of 4 IIMs from the eastern region of the country – IIM Calcutta, IIM Indore, IIM Raipur and IIM Ranchi - to exhibit their sports prowess and compete for the championship title. Indian Institute of Management, Ranchi had the honour and onus of hosting it for the first time this year. The event was held at Sheikh Bikhari Stadium, Khelgaon, which was also the venue for the 2011 National games. The world-class facilities of the venue served as treat to the players and contributed to making the event a huge success. The contingents from IIM Calcutta, Raipur and Indore were hosted at the Khelgaon Housing Complex.

Spread over 2 days, the sports meet witnessed a total of 16 events in the following sports - cricket, football, basketball, tennis, table-tennis, volleyball, athletics, throwball, badminton, chess and caroms. The inauguration marked the beginning of a tradition amongst the institutes. The first event was the basketball match held between teams from Calcutta and Indore. Following this were different sports events held in different venues at the stadium complex, each of which had huge number of spectators cheering them on. They were a witness to a tremendous show of efforts and nail-biting competition between the different teams. The encouragement from the crowds is worth a mention as it reflected the strong feeling of allegiance the students have towards their institutions. It also created the perfect milieu for the teams playing the matches, most of which went neck-to-neck till the very end.

At the end of the competition, Indian Institute of Management Calcutta emerged overall champions with IIM Ranchi and IIM Indore at trailing positions. The closing ceremony was graced by the presence of Retd. Brig V.S. Saini, CAO, IIM Ranchi. He felicitated the winners of the different events and lauded the efforts of all participants. The event was, thus, a platform for students from some of the best B-schools in the country to interact and compete with each other, and have a memorable time.

## 70TH INDEPENDENCE DAY CELEBRATIONS

The 70<sup>th</sup> Independence Day celebrations at IIM Ranchi commenced with the flag hoisting ceremony at Suchna Bhawan, in the presence of the students, faculty and the staff members. The esteemed Director-in-charge of IIM Ranchi, **Dr. Anindya Sen** and CAO (Chief Administrative Officer) Brig V.S. Saini unfurled the tri-colored flag. It was followed by the national anthem which filled the hearts of one and all with great patriotic fervor.

Dr. Anindya Sen addressed the students and faculty members. He spoke about the diversity among the students of IIM Ranchi which reflects the whole of India. He expressed that **IIM Ranchi family** is a perfect example of **Unity in Diversity**. He highlighted the uniqueness of India and how we are very different yet united. He further explained how we are an example for the world because people from one state move freely to another and do not require any visa for the same. This was followed by speech by Brig. Saini where he recounted the difficulties we have faced as a nation to reach here. A lot of work has been done to eliminate these challenges and lot of work needs to be done.

Later, first year students sang patriotic songs to the tune of Independence. . The Director and the faculty members appreciated the performance of the students.



## AGON 2.0 - THE MANAGEMENT FEST

The most awaited Management Fest of IIM Ranchi - AGON 2016 was conducted on the 3<sup>rd</sup> & 4<sup>th</sup> of September 2016. The two-day event witnessed great participation from various colleges. The festival was inaugurated by the chief guests of the event Dr Amarendu Nandy and Dr Sasadhar Bera by lighting a lamp in presence of all the students and participants.



Day 1 started off with Vorstand 3.0 at the IIM Ranchi campus– the flagship event of HiRe, the HR club of IIM Ranchi. It was a case study and boardroom simulation event. It saw participation from various colleges like XLRI Jamshedpur, Delhi School of Economics, SIMS Pune and Amity University.

Biszim- a business simulation event organized by Sankriya the Operations Club of IIM Ranchi had teams from colleges like IIT Kanpur, IIM Raipur and IIM Ranchi. After four rounds of brainstorming and strategizing, team Hoplites from IIM Ranchi emerged as the winners.

Marcase - the flagship event of Marquess – The Marketing Club of IIM Ranchi saw more than 900 registrations, the maximum number of participation among all the events in Agon. It was a case study competition sponsored by Bosch India. Winners were teams from IIM Ranchi and SIBM Bangalore.

Finesse – The Finance Club of IIM Ranchi conducted Open Outcry event – a floor trading event in which students tried their luck in trading the traditional way. Students from XLRI Jamshedpur, L. N. Wellingkar Institute of Management Development & Research, NMIMS Bangalore, IMI Delhi and IIM Ranchi participated in the event. Students had a lot of fun trading on the open outcry platform. A student from IMI Delhi shared his experience telling that this was his first experience trading and that he enjoyed as well as learnt a lot from the event. Team from IIM Ranchi won the event and team IMI Delhi secured second



The flagship event of Consulting Club, Symvoulous, was a case study competition. The event was sponsored by Free Spirits Green Labs Pvt Ltd. Encase, the flagship event of E-cell is a start-up case study competition sponsored by Zestech. Eight finalists from various prominent B-schools participated in the event. Teams from IIM Ranchi and IIT Kanpur won over the others.

The second day of AGON started off with Cricket Mandi - a one-of-its-kind IPL style bidding competition by Conundrum- The Consulting Club of IIM Ranchi. In this event the participating teams had to use their knowledge of cricket to strategically bid on the players, in order to select the best 11 players within a limited budget. It turned out to be a nerve-wracking and entertaining competition with very innovative strategies used by the teams in selecting their best teams. The event saw participants from IIM Ranchi, IIM Amritsar, IMI Delhi and VGSOM IIT Kharagpur. Team Dexter from IIM Ranchi and Team Cricket Hello from IMI Delhi were declared winners.

Live at the same time as Cricket Mandi was Crack the Case, the flagship event of Sankriya, the Operations Club of IIM Ranchi. It was a live case study competition in which participants were expected to come up with innovative ways to solve the case. The sponsor of the event was Ola Group and the case was based on OlaCabs. Ms Anu Anupam and Mr Kranthi Kumar from OlaCabs were the judges of the event. Teams from IIT Kanpur, IIM Ranchi, VGSOM IIT Kharagpur, Symbiosis Institute of Operations Management, IIM Sambalpur, XIMB Bhubaneshwar and SIBM Bengaluru participated in the event. Many interesting ideas and intriguing solutions were presented as each team demonstrated their creativity to solve real life business problems. The teams were judged on the basis of innovation as well as feasibility of the solutions. Teams from XIMB Bhuvaneshwar and IIM Saambalpur were declared champions of Crack the Case.

Another very interesting event was Maneuver 2.0, conducted by HiRe - The HR club of IIM Ranchi. It saw participation from colleges like IMI Delhi, IIM Raipur and IIM Ranchi. It was a unique recruitment and bidding competition for ideal candidate profiles. In the first round, each team had to bid for different profiles within a limited given budget. In the second round, teams had to present and explain their strategy behind their selection of candidates. Teams from IIM Ranchi and IMI Delhi were declared winners.

Systematique Entrepreneurship, a startup based case-study competition organised by E-Cell, IIM Ranchi saw extensive participation with teams from IIT Kanpur, IIM Ranchi, NMIMS Mumbai, IIM Kashipur, and KJSOM Mumbai. The participants put forward all their managerial skills in coming out with innovative ideas. Team Ignitors from IIT Kanpur was declared winner.

Plutus, the flagship event of Finance Club of IIM Ranchi was organized in collaboration with Wiley. It was an event based on valuation and equity research of Pharmaceutical companies in which more than 1000 students from various B-schools had participated. The final round for the event was conducted at IIM Ranchi campus and after a very tough round of questioning by the judges, teams from IIM Ranchi and ISB Mohali were declared winners.



Terra Nullius was the flagship debate competition organized by the Literary Club. The event had 32 teams battling it out in four grueling rounds of articulating opinions and rebuttals. Different topics like GST, Universal Adult Franchise and forced democracy, Law on Sexual Harassment were debated upon. It was an enthralling experience for the participants as well as the audience making it difficult for the judges to decide upon the winners.

Samarpan, The CSR club of IIM Ranchi organized their case study competition Samadhan 2.0, which was based on a very important issue facing our society today – ‘Solid Waste Management’. After a hard fought round of intense discussions and case presentations, ‘Team Pareshan’ from NMIMS, Mumbai managed to come up as the winners followed by two teams from IIM Ranchi. The competition reflected the social awareness of all the participants and depicted a very important aspect for any manager today – social responsibility.

Final Stint was an on-the-spot event conducted by the HR club that thrives on innovation and creativity with an essence of HR. It saw teams come up with creative strategies to utilize the resources available to them in the limited budgets and build high-rise structures.

Marquess, the Marketing club of IIM Ranchi organized Agora where teams were given a chance to set up their stalls to sell products to customers. It was a very interesting event where various stalls for Belgian chocolates, Pani Puri, posters and plants were set up and created frenzy among the customers. Through this event, the participants got the opportunity to understand how to interact and negotiate with the customers. Also, they gain an understanding on how to attract customers as each team had to compete to catch the attention of the customers.

The two-day fest culminated with a much-needed and befitting DJ night at the hostels organized by the Cultural Committee of IIM Ranchi. The DJ night had all the participants and organizers of the fest pouring into the venue after a special dinner to let their hair down and celebrate the success of Agon 2016.



## HINDI PAKHWADA CELEBRATIONS

The “Hindi Pakhwada Celebrations” were organised by Indian Institute of Management Ranchi’s management from the 19<sup>th</sup> to the 28<sup>th</sup> of September for the 5<sup>th</sup> time since its inception. There were various competitions held for the staff as well as the students and saw an enthusiastic participation from both fronts.

The celebrations commemorated with events for the administrative staff of the institute. The first competition conducted was the Shruti Lekhan (Dictation), followed by Poem recitation and Extempore. All these events were judged by members of faculty of the institute. They also contributed in deciding the topics for the extempore speeches by the participants.



The second leg of the Celebrations saw similar events being held for the students of the institute. The Poem recitation event requires a particular mention here as the esteemed judges sought to set a very interesting milieu for the event. Instead of the regular competition, the event was conducted in contemporary manner which had the participants, judges and the audience recite their favourite poems and songs, and then exchange views and dwell on the beauty and depth of the shared literature. The gathering thoroughly enjoyed this recreational set-up and vowed to host more such meets. The extempore event also saw enthusiastic involvement as students fluently expressed their opinions in issues like corruption, the education system and suicide in hindi. The celebrations brought out latent talents among the students.



The closing ceremony of the Hindi fortnight celebrations was presided over by the Director of IIM Ranchi, Dr. Anindya Sen and the CAO Brig. Saini. Senior AO Mr. J. Gabriel hosted the ceremony, expressing the value and advantages of conducting such an event. This was followed by the prize distribution from all the events. Among the students, Richa Kumari, Swarnima Chowdhary and Chandan Jha emerged winners in the poetry recitation and extempore.

Among the staff, Ms. Swati Kindo won the first prize in dictation as well as poem recitation competition. Ms. Supriya Sinha and Mr. Shiv Shankar Kumar won second in dictation competition, Ms. Saumya Srivastava won second in poem recitation competition. Mr. R. S. Kerketta and Ms. Pragya Kumari won first prize for extempore competition while Ms. Priyanka stood second.

As a befitting conclusion, the gathering vowed to inculcate in oneself respect for the national language and learn and use it to build one's intellectual capacity and expertise.

## VISIT OF CONSUL GENERAL OF FRANCE IN KOLKATA



Consul General of France in Kolkata, Mr. Damien Syed visited IIM Ranchi campus on 28<sup>th</sup> October 2016. He met the Director In-charge, Dr. Anindya Sen, the faculty members and members of International Relations Office with the aim to discuss potential collaboration with IIM Ranchi for quality education exchange programmes with the institutes in France.

In the meeting Mr. Syed talked about the French President Mr. Hollande's vision of having more than 10,000 Indian students studying in France by 2020. He talked about collaborating with good educational institutes in Jharkhand in order to promote exchange of culture, knowledge as well as entrepreneurial interests of budding talents of both the countries. He aims to do this by developing great student exchange programmes as well as faculty exchange programmes with good educational institutes of the state.

IIM Ranchi presently collaborates with Audencia Nantes School of Management and Emylon Business School of France for its student exchange programme (STEP). In addition to these institutes, Mr. Syed proposed a few more colleges which can collaborate with IIM Ranchi for the STEP. Mr. Syed also discussed about providing scholarships to bright students from low income group to attend these programmes.

Talking about his visit to Ranchi, Mr. Syed said that with the changing economic scenario and stable government in India, he envisages great business opportunities here. He talked about the unexplored business opportunities in the state of Jharkhand and said that during his visit to the state capital he also met Mr. Raghuvar Das, the CM of the Jharkhand state to discuss potential business opportunities for French companies in the state.

# TRAINING PROGRAMMES

## MANAGEMENT DEVELOPMENT PROGRAMMES

### Finance for Decision Making

The second four-day programme on “Finance for Decision Making” was conducted in Chennai from October 17 to 20, 2016 under the coordination of Prof N. Sivasankaran and Prof. Anand. There were 15 participants. The participants were from LIC, Power Grid & Neyveli Lignite Mines. The programme was specially designed to provide inputs in the area of accounting, costing and financial management coupled with the underlying concepts and methodology ensuring a reasonable understanding of the crucial parameters in the financial and investment decision making process. The objectives of the programme were to facilitate the participants in grasping the finance jargons, understand the meaning and relevance, its application in their day-to-day working and to have a thorough understanding and analysis of the important financial statements of a company such as profit & loss, balance sheet, etc.

## IN-COMPANY PROGRAMMES

### General Management Programme



To provide an excellent opportunity to professionals of Jharkhand Bijli Vitaran Nigam Limited (JBVNL), two four-day General Management Programmes were conducted. 20 professionals of JBVNL participated in each programme.

The programme was designed for participants to learn the cross functional orientations in management so that they would take back to their workplace the holistic understanding of the domain of Management. This understanding enabled the participants to assess the impact of their actions and decisions on the overall wellbeing of JBVNL.

The participants appreciated the nuances of management topics covered and each them expected to be more effective at their work places. Further this programme facilitated the participants to contribute to the organization as a team rather than as individual. 20 professionals of JBVNL attended the programme.

The 1<sup>st</sup> programme was conducted from September 23 to 26, 2016 and it was coordinated by Prof. P.K.Bala and Prof. Shilpi A. Dasgupta.

The 2<sup>nd</sup> programme was coordinated by Prof. Sasadhar Bera and Prof. Swarup kumar Dutta and was held from November 24 to 27, 2017.

### **Dynamic Leadership Development for Managers**

A three-day programme for professionals from Damodar Valley Corporation (DVC) was conducted by Prof. Tanusree Dutta and Prof. Gaurav M. Marathe from December 19 to 21, 2016. 40 professionals of DVC participated in the programme.







The programme was designed to enhance and polish the leadership skills of managers through experiential learning. Though, there is strong debate in leadership research whether leaders are born or made but we, at IIM Ranchi strongly believe that leaders are not only made but they can also be deliberately and consciously nurtured by combining three ways: KNOWING, DOING and BEING. At the end of the programme, participants learnt how to create direction alignment & commitment in the team.

## JOY OF GIVING

### For it is in giving that we receive...

As Mark Twain very rightly quoted, “To get the full value of joy you must have someone to divide it with”. Samarpan, the social responsibility club of IIM Ranchi had organized Joy of Giving week as a part of Diwali celebrations at IIM Ranchi campus. As a part of the event, the club decided to contribute something to the kids of Kshitij School for deaf and dumb. For this they called out for donations from the faculty members, students and staff of IIM Ranchi. The club also organized a silent auction - the first of its kind in the campus, where students can bid for a product or a service, the proceedings of which would go towards funding the contributions to the Kshitij School. Samarpan also distributed shawl and muffler to the facilitating staff of IIM Ranchi as a part of Joy of Giving week.

On the day of Diwali, many of our students joined the Samarpan club members for the visit to Kshitij School. As soon as we reached there were kids welcoming us with their warm smile. We spread across to mentor a few kids at a time. Since we weren't much equipped with their sign language, we used a chalk to write down our questions to which they'd write back the answer. Then we provided each kid with watercolors, a painting brush and diyas for them to decorate which was followed by painting on a sheet of paper. Their creativity mesmerized all of us.



After few more games, kids were given cakes and snacks to munch on. After all the fun, it was time for Diwali gifts for them. Kshitij School started by Mr. Anil Kumar with just 5 kids has grown today to impart education to 92 kids in total. Initially, it educated kids only till class 5, but with many parents requesting for higher grades, today they teach all the kids till grade 7. The school has been funded through various channels till now, through which kids are provided with course books. But since past few years, the funds weren't adequate enough to cover the expense of getting new books due to which they had to ask senior grade students to give their course books to their juniors. This year as a part of Joy of Giving week, Samarpan decided to provide course books for the kids of Kshitij School. After all what can be a better Diwali gift than enlightening their lives with knowledge through books.



## FEEL THE RUSH!!

After a long wait of months, the second edition of RUSH – the sports and cultural fest of IIM Ranchi commenced on 10<sup>th</sup> December, 2016 with great enthusiasm. The first day of the fest began with a football match between IIM Ranchi and IIM Sambalpur. There was great excitement in the air as the two teams set out to Mega Sports Complex, Khelgaon to battle it out for the coveted trophy of football championship. The students of IIM Ranchi gathered in huge numbers to display their support for all the participating teams. Among the sports events were football, cricket, tennis, table-tennis, throwball, volleyball, carom and chess.

The evening saw huge amount of participation in cultural events. The crowd enjoyed the mellifluous songs sung by participants from several colleges, including IIM Ranchi, IIM Sambalpur, IIM Bodhgaya, BIT Mesra, BIT Sindri and RIMS. This was followed by the group and duet dance competitions.



As the dusk set in, the crowd started to gather to groove to the rock and roll performances of bands in War of Bands. Total 10 bands including from IIM Ranchi participated. The day ended with a spectacular performance by Gravity Band from Ranchi. The sponsors for the event were Coca Cola – Beverage Partner, Saavn – Online music partner, Coke Studio – music partner, NH7 – the in-campus partner, Big FM – Radio partner, Vedanta Cure Surgical, Central Bank of India and CCL.

The frenzy continued on Day 2 with the sports events finals and more fun events like RJ Hunt and Roadies to engage the students at the venue. The day started with IIM Ranchi bagging gold in Chess tournament against IIM Sambalpur. The Nukkad Natak competition saw great participation and huge crowd. The performances of all the teams were intensely thought provoking.



IIM Ranchi stood out as overall champion in the two day sports and cultural fest. With the event almost coming to an end, the crowd gathered to cheer for the fabulous performance demonstrated by all the participants during all the events in two days. The Chief Guest for the event, Shri Yogeshwar Dutt, Olympic Medalist, gave away the prizes to all the winners of the events, after which he interacted with students and the crowd inspiring them with his experience stories.



To celebrate the end of the fest and all these days of hardwork, the students and audience grooved to a rocking performance by the Parikrama band. With that Rush 2.0 came to a successful close, having been bigger and better than the previous version.



## YOURSTORY STARTUP MEET AT IIM RANCHI

With the startup culture booming in India, the entrepreneurship cell of IIM Ranchi organized YourStory Meetup where in 15 entrepreneurs from various parts of Jharkhand shared their start up stories. The event was held in partnership with JOCC and EAI.

The entrepreneurs association of India Jharkhand charter supported the YourStory event at IIM Ranchi. Malavika Sharma from EAI said "EAI Jharkhand is looking at launching the Start Up Yatra in Jharkhand which shall be travelling to each of the 24 districts and holding youth awareness camps on entrepreneurship. We shall be mentoring and helping incubate grass-root entrepreneurs."

JoCC - Jharkhand Open coffee club - the community partner of the yourstory event at IIM Ranchi is an open community of Entrepreneurs in Ranchi and was duly represented in heart and form with almost 100% of all pitches being a part of the JoCC community. Hasan from JoCC said "we believe in a open culture and community of Entrepreneurship spirit".

Abhinav Jha the founder of CoLabs talked about his journey from being a Mechanical engineer to founding a start up that provides support to innovators in order to bring their ideation into practice.

"A strong team is very important when starting a business.", said Vivek Kumar, the founder of PitStop Street. PitStop street is a startup that facilitates online bike servicing through their website and app. In addition to a having a good team, he also emphasized on importance of focus on financing any project while running a start up.



Udaan – Let’s Fly, a start by Alka and Kajal under the guidance of The Butterfly Project shared their experience of how parents find it difficult to guide their children with their studies and career path. This all women start up provides counseling to parents, students as well as teachers for better career development of young minds in Jharkhand and West Bengal.

Sarabpreet Singh pitched in his innovative solution of hiring an intern through his online platform justintern.com. “With so many job searching platforms already in the market, what differentiates Just Intern from others is that we use Big Data Analytics, data mining and the concept of artificial intelligence to provide the recruiter with the personality profile of the candidates.”

Many other speakers from budding startups like Khaanaman, Fynkart.com, Wordaholicz, Cyberpeace foundations and Nailofy shared their vivid start up experiences.

YourStory Meetup was organized by YourStory in 12 different Indian cities simultaneously. YourStory is India's no.1 media technology platform for entrepreneurs, dedicated to championing and promoting India’s entrepreneurial ecosystem. It is the definitive voice of startups and most sought-after media technology platform for visibility.

YourStory.com has published over 41,000 stories of entrepreneurs and provided business networking opportunities to over 50,000 entrepreneurs through various conferences and meetups across the country, such as TechSparks and MobileSparks.





## PUBLICATIONS

### **Prof. Pradip Kumar Bala**

Kumar, Rahul & Bala, Pradip Kumar (2016). Recommendation engine based on derived wisdom for more similar item neighbors, *Information Systems and e-Business Management* (Springer) DOI 10.1007/s10257-016-0322-y

Mukherjee, Shubhadeep & Bala, Pradip Kumar (2016). Sarcasm Detection in Microblogs using Naïve Bayes and Fuzzy Clustering, *Technology and Society (Elsevier)*, Vol.48, pp.19-27. (<http://www.sciencedirect.com/science/article/pii/S0160791X16300070>)

### **Prof. Soumya Sarkar**

Sarkar, Soumya & Mishra, Prashant (2016). Market orientation and customer-based corporate brand equity (CBCBE): a dyadic study of Indian B2B firms, *Journal of Strategic Marketing*,  
<http://dx.doi.org/10.1080/0965254X.2016.1148768>

### **Prof. Amit Sachan**

Sachan, Amit & Siddhartha (2016). Review of Agile Supply Chain Implementation Frameworks, *International Journal of Business performance & Supply Chain Modelling*, (pp.27-45)  
DOI: <http://dx.doi.org/10.1504/IJBPSM.2016.075999>

### **Prof. Rohit Kumar**

Kumar, Rohit & Joshi, Hiren (2016). CEO Wakeup Call: Frauds and Abuse in the Insurance Industry, *The Insurance Times* (pp.15-18).  
<http://www.magzter.com/preview/1032/176549>

Kumar, Rohit & Tripathy, Kanchan Lata (2016). Corporate Social Responsibility: Theory, Drivers and Global Best Practices, *Journal of Development Research* (Forthcoming)

### **Prof. Tanusree Dutta**

Agarwal, Sharad & Dutta, Tanusree (2016). Engaging Consumers' Senses for Creating Unique Brand Position, *Sage Business Cases*  
<http://sk.sagepub.com/cases/engaging-consumers-senses-for-creating-unique-brand-positioning>

### **Prof. Rohit Kumar & Prof. Swarup Kumar Dutta**

Kumar, Rohit & Dutta, Swarup Kumar (2016). Patanjali Ayurved-An Unconventional Business Machine, *Oakbrook Business Review (OBS)*. Vol.2, No.1.

## TEACHERS' DAY CELEBRATIONS

It was a day of celebration as students of the Indian Institute of Management, Ranchi expressed their love and gratitude for the faculty of the institution on 5<sup>th</sup> September, 2016. The event to mark the celebrations was organized at State Museum, Khelgaon. The birth anniversary of Dr. S. Radhakrishnan was commemorated with full fervour at IIM Ranchi. The auditorium was packed with enthusiastic students who left no stone unturned to make the event as engaging and entertaining as possible.



With the thought of 'providing knowledge is only a part, our teachers actually shape the soul', the teachers' day programme began. The event began at 3 pm with an introductory speech wherein the faculty were thanked for being the 'bridges that allow the students to travel across the path of knowledge.' The welcome speech was followed by Saraswati Vandana performed by Swarnima Chaudhary. The entire auditorium resonated with her voice as she sought divine blessings for all. Light, the symbol of knowledge and power was paid obeisance by the lighting of the lamp. It was a day dedicated to the beloved faculty and staff of IIM Ranchi. They were in for a surprise sweet treat of a delicious cake which was brought to the stage by the students. With a loud cheer, the cake was cut. The faculty and staff were also presented with gifts as a token of gratitude and appreciation from the students.

A solo classical music performance was given by Khushbu Patel. Her mellifluous voice enchanted the audience. An interesting question and answer session was conducted where the faculty were asked to narrate memorable experience of their college life, hilarious encounters in class and talk about their favourite books. Through the interaction, the students got an enriching advice to never give up on their dreams no matter how difficult circumstances are. Through a melodious song, Swarnima Choudhary and Kshitij Sharma expressed their affection for the faculty. Nikhita Basti gave a music performance to pay a tribute to the teachers for guiding each student to evolve into a wonderful human being. "In my heart you will also stay" resonated not only in the auditorium but also in the hearts of all students. A contemporary dance performance given by Richa Borah, Subarna Poddar and Pranjali Sahu was unanimously appreciated and thoroughly enjoyed.



'Dramebaaz' once again came up with a creative script to bring to light the significant role that a teacher plays in the lives of the students. They performed an impressive skit to highlight that a teacher is a friend, philosopher and guide. Another mesmerizing performance was given by Shradha Shewale and Kshitij Sharma as they sang for their teachers. A classical dance performance by Sahithi Kuppa enthralled one and all.

A 'Thank You' video was shown by the end where students expressed their gratitude to the teachers. Everyone present in the audience were urged to actively participate in the Swacch Bharat Abhiyaan launched by the Government of India. The event concluded with a vote of thanks given by Anupam Shikari. It was indeed a thoroughly enjoyable evening dedicated to the torch bearers of epitome knowledge.

## VIGILANCE AWARENESS WEEK

### *“The price of freedom is eternal vigilance”*

The war of freedom can never really be won because the price of freedom is constant vigilance over ourselves and over Government. Public participation is a must for every nation to control the corruption. IIM Ranchi has observed 'Vigilance Awareness Week 2016' from 31.10.2016 to 05.11.2016 with the theme “Public Participation in Promoting Integrity and Eradicating Corruption”. On this occasion, various events were organised at the campus.

As an initiative to celebrate the birth anniversary of Shri Sardar Vallabhai Patel, in collaboration with Government of India, and under the guidance of the Administration of IIM Ranchi, the students of IIM Ranchi organized a “Unity Walk” on Day 1, in Khelgoan Residential Complex to reflect the spirit of patriotism and to pay a tribute to his contributions. Many students actively took part in this initiative and made the run for unity, a successful one.



“Power does not corrupt people; it is the fear of losing it that corrupts.” This statement made by one of the participants of the debate resonated thoroughly with the theme of the Vigilance Awareness Week 2016 – Public participation in promoting integrity and eradicating corruption. Day 2 of the event witnessed a debate and quiz competition being conducted for the faculty, staff and students of IIM Ranchi. The debate questioned if and how hosting a Vigilance awareness week helps in eradicating corruption. Participants quoted examples of various revelations made from audits that were held and how a lack of awareness is the biggest factor holding back Indians from actively participating in the nation’s important affairs.

The quiz tested participants' knowledge on topics like infamous scandals and various organisations responsible for Vigilance affairs in our country, namely CVC, CBI and RTI. Members of the faculty were called in to judge both events. Senior Administrative Officer, Mr. J. Gabriel organised and hosted these competitions. He addressed the gathering about the importance of conducting a Vigilance Awareness Week in every organisation and stressed on the need for educating and sensitizing the citizens of our nation about the roles and responsibilities in this regard.

The closing session of the event was organised on the Day 3, which was attended by the Chief Guest Shri P.R.K.Naidu, Additional D.G. of Police and Head, Anti-Corruption Bureau (ACB), Jharkhand, Director, Dr. Anindya Sen, Faculty, staff and all students of IIM Ranchi. A pledge was taken by everyone to bring about integrity and transparency in all spheres of activities and work unstintingly for the eradication of the corruption in all spheres of life. The Director in his speech to the gathering emphasized that as an organisation, through collective effort, we need to do our best to provide value-based service to our countrymen and should refrain from unethical practices.

The Chief Guest of the event Shri P.R.K.Naidu, addressed the gathering with the famous quote of Abraham Lincoln "Government of the people, by the people, for the people, shall not perish from the Earth", emphasizing the great need for public participation to control the corruption in the present scenario. He said that corruption is a termite which is more dangerous than terrorism, as it is a termite which destroys the system from within. He told about the stringent laws in other countries with respect to corruption and India being at rank 76 out of 168 countries in its latest Corruption Perception Index, has a need to improve the present condition. He briefly quoted versus from Mahabharata, Arthashastra to explain the importance of integrity and vigilance for an individual. The session concluded with an interesting Q&A session, followed by prize distribution for the debate and quiz competitions and vote of thanks.



## FUTSAL 2016

IIM Ranchi witnessed five days of mirth, vitality and excellent display of sportsman spirit as FUTSAL-16 began on 27<sup>th</sup> September, 2016. Even before the tournament began, it had generated a lot of buzz as students of IIM Ranchi waited with anticipation to experience an epic battle between six teams with each ready to prove its mettle through the course of the five days.



An interesting bidding process enabled the team owners to select the best players as one by one seasoned as well as players new to the event were auctioned. The games were held in the football ground in Khelgaon Complex where five players from each team got into the field to take part in a 40 minute game. The format of the game was similar to football with few changes. However, the enthusiasm that the spectators showcased was no less when compared to the cheering multitudes that throng football stadiums.

The battles became fiercer as penalties were saved, goals were scored, points were added to the tally and the players continued with their spectacular show of expertise in the sports. The one thing that was most commendable was the passion with which each team came out to play. It was evident from the confidence they exhibited and the devotion they showed to the game that Futsal was not just one tournament, it was an integral part of their lives and they were willing to give their best to not only win but also to drench themselves in the spirit of the game and enjoy the rush of it. The final day of the battle for glory arrived on 3<sup>rd</sup> October, 2016. A friendly match was played by the girls of IIM Ranchi before the final game began. With each finalist playing to its strength and boasting an impressive list of players, the final was definitely not about to be an easy one. Students arrived at the battlefield amidst loud cheers from the spectators. Posters displaying the name of the favourite teams were waved as the whistle for the match sounded. The two teams went against each other with the intention to claim the trophy.

The victory went to JADS United. Chinthu Das was named as the Best Defender, Vedant Soni as the Best Goalkeeper, Best Goal was awarded to Prateek Kandulna, and the Golden Boot and Best player awards went to Ramnath Krishnan

The tournament was one thrilling event with each day bringing with it a myriad of emotions from the fans as well as the players. It was not just six teams that participated in it but the entire student fraternity of IIM Ranchi that came together to celebrate the wonder that Sport is. FUTSAL-16 was indeed an amazing tournament.



## *Raconteur*

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